

CURRICULUM VITAE

Bodo B. Schlegelmilch

July 2023

CURRENT POSTS:

June 1997 – to date:

Professor and Chair: Institute for International Marketing Management, Vienna University of Economics and Business (WU Vienna), Austria.

February 2014 – to date:

Chair and Trustee: Association of MBAs (AMBA) and Business Graduates Association (BGA,) London. Accrediting Business Schools in 75 countries.

EDUCATION:

Doctor of Letters (D.Litt.), 2007: University of Manchester.

Doctor of Philosophy (Ph.D.), 1983: University of Manchester.

Master of Science (M.Sc.), 1981: University of Manchester.

Dipl. Betriebswirt (B.Sc.), 1979: Cologne University of Applied Science.

HONORARY AWARDS:

Doctor of Philosophy (hon.), 2011,

Thammasat University, Bangkok, Thailand.

Distinguished Marketing Educator of the Year, 2023,

Academy of Marketing Science, USA.

Lifetime Achievement Award for Higher Education, 2023

American Marketing Association (AMA).

Bualuang ASEAN Chair Professor, 2023,

Thammasat University, Bangkok, Thailand.

Significant Contribution to Global Marketing Award, 2020,

American Marketing Association (AMA).

Fellow, 2018, Academy of International Business, USA.

Distinguished Fellow, 2010, Academy of Marketing Science, USA.

Fellow, 1990, Chartered Institute of Marketing, UK.

POSITIONS HELD:

Thunderbird School of Global Management, Phoenix, Arizona.

Professor of International Business and Head of Marketing (tenured).

September 1993 – May 1997.

University of Wales - Swansea, Professor and British Rail Chair of Marketing (tenured).

September 1989 – August 1993.

University of California - Berkeley, Sabbatical.

August 1988 – May 1989.

University of Edinburgh, Lecturer in Marketing and International Business.

September 1984 – July 1988.

Procter & Gamble GmbH, Frankfurt, Brand Management.

October 1983 – September 1984.

University of Manchester, Teaching Assistant in Economics.

October 1981 - June 1983.

Deutsche Bank AG Köln, Apprenticeship, thereafter Stock Adviser.

August 1973 - September 1976

BOARD MEMBERSHIPS

University Advisory Boards:

- Shanghai Jiao Tong University, Antai (2021- to date).
- Corvinus University of Budapest (2020 to date).
- University of Cyprus (2017 to date).
- Thammasat University, Thailand (2012 to date).
- Strathclyde University Business School, (2011 to date).

Board of Governors, Academy of Marketing Science (2014 – 2020).

Executive Board, American Chamber of Commerce, Austria (1998 to 2019).

VISITING POSITIONS:

- University of Minnesota, U.S.A., Adjunct Professor (1999 to date).
- Thammasat University, Thailand, Visiting Professor (2003 to date).
- Sun Yat-sen University (Lingnan), China, Distinguished Research Professor (Sabbaticals 2017 and 2018) and Visiting Professor (2013 to date).
- The University of the South Pacific, Fiji, Adjunct Professor (2019 – to date).
- The University of Strathclyde, UK, Visiting Professor (2022 to date).
- Leeds University, Professorial Research Fellow (2007 – 2010).
- Other Visiting Professorships at Universities of Otago, Miami, Cologne, Indian School of Business (ISB), Indian Institute of Management Calcutta.

TEACHING:

Taught in Austria, Argentina, Canada, China, Chile, Costa Rica, Cyprus, Egypt, Fiji, France, Germany, Greece, Hong Kong, India, Indonesia, Ireland, Italy, Japan, Korea, Lithuania, Mexico, New Zealand, Romania, Russia, Slovenia, Spain, Thailand, Turkey, United Kingdom, Uruguay, the U.S.A. and Vietnam.

TEACHING AWARDS:

Most Popular Professor Award 2023: University of Minnesota / Lingnan College, Sun Yat-sen University (Chinese Executive MBA). **CEMS Course of the Year Award:** Amongst more than 100 courses taught in CEMS (Global Alliance Management Education) institutions in 2006. **Best International MBA Course:** WU Vienna / University of South Carolina 1998/1999 and 1999/2000.

EXECUTIVE EDUCATION:

Founding Dean of the WU Executive Academy (2004 – 2015):

Direct report to University President (Rector). Responsible for all Executive Education activities of WU Vienna, incl. all MBA programs.

Founding Director (1999 to 2017) of the Vienna Executive MBA (Global): A joint venture with the University of Minnesota. By 2017 ranked among top 50 EMBA programs worldwide in the Financial Times.

Founding Director (2007 to 2017) of the Executive MBA (Bucharest): By 2017 the top ranked top MBA program in Romania.

Founding Director (2008) of the Professional MBA in Banking

Management: A program for the German Saving Banks Association.

Founder (2012) of the MBA in Energy Management: Focusing on global energy issues faced by policy makers and businesses.

Executive Education Seminars for Companies in Asia, U.S.A. and Europe plus several Business Schools, such as Indian School of Business (ISB), Keio University, Kellogg-WHU, University of St. Gallen, University of Edinburgh and ESADE

RESEARCH:

Focus on Global Marketing Strategy and CSR.

More than 350 publications: books, case studies, journal articles and conference proceedings.

Among the **Most Prolific Authors in International Marketing** (see, e.g. analyses published in *Advances in Global Marketing*, 2018; *Journal of Teaching International Business*, 1997; *Journal of International Marketing*, 2003; *Handelsblatt* 2009, 2012 and 2014).

EDITORIAL WORK:

Editor-in-Chief: *Journal of International Marketing* (2000-2003).

Academic Editor: *European Business Forum* (2004 – 2008).

Guest Editorships: *European Journal of Marketing*, *Journal of Marketing Management* and *Journal of Business Research*.

Experience on some 20 Editorial Boards, including the Journal of International Business Studies, Academy of Marketing Science Review, Journal of Marketing, Journal of International Marketing, International Journal of Research in Marketing, Long Range Planning, and Journal of Business Research.

**SERVICE
RECOGNITIONS:**

Deans' Awards for Outstanding Support of **Thammasat Business School** (2010) and the **Carlson School of Management**, University of Minnesota (2017). **American Marketing Association** Recognition and Appreciation of Outstanding Service (2003).

**ACCREDITATION
VISITS &
ASSESSMENTS:**

Chaired / participated in more than 30 **AMBA accreditation visits**, incl. HEC Paris, Imperial College Business School, London, Pontificia Universidad Católica Buenos Aires, Shanghai Jiaotong University Business School, University of St. Gallen. **Referee** e.g. for the British Economic and Social Research Council, Leverhulme Trust, Kuwait Foundation, U.K. Research Evaluation Exercise. Chair / Member of the Academy of International Business Best Paper Award Committees.

SELECTED PUBLICATIONS

15 BOOKS:

Global Marketing Strategy – An Executive Digest, (Second Edition), Springer, 2022.
The Routledge Companion to Strategic Marketing, Routledge, 2021 (with R.S. Winer).
Rethinking Business Responsibility in a Global Context, Springer, 2020 (with I. Szöcs).
Taking the Fear out of Data Analysis, Edward Elgar, 2023 (with A. Diamantopoulos and G. Halkias).

160+ JOURNAL PAPERS :

When 'Global' Becomes a Challenge: The Role of Freshness in Food Brand Preference Formation. *Journal of International Marketing*, 2023 (with J. Baršytė, R. Ruzeviciute and P. Neciunskas).
Seize the Day: How Online Retailers Should Respond to Positive Review. *Journal of Interactive Marketing*, 2020 (with J. Wu and T. Wu).
Asia's Materialists: Reconciling Collectivism and Materialism. *Journal of International Business Studies*, 2017 (with S. Awanis and C.C. Cui).
Ours or Theirs? Psychological Ownership and Domestic Products Preferences. *Journal of Business Research*, 2017 (with J. Gineikiene, and V. Auruskeviciene)
Linking Cause Assessment, Corporate Philanthropy, and Corporate Reputation. *Journal of the Academy of Marketing Science*, 2016, (with I. Szöcs, T., Rusch and H.M. Shamma).
Inferential Evaluations of Sustainability Attributes: Exploring How Consumers Imply Product Information. *Psychology & Marketing*, 2014, (with V. Gruber and M.J. Houston).
The MNC as an Externally Embedded Organization: An Investigation of Embeddedness Overlap in Local Subsidiary Networks. *Journal of World Business*, 2011, (with P. Nell and B. Ambos).
Innovation and Control in the Multinational Firm: A Comparison of Political and Contingency Approaches. *Strategic Management Journal*, 2007 (with B. Ambos).